

BEACON PILLAR

B

THE CHALLENGE

Most founders struggle with unclear positioning and weak differentiation, making them appear as "me-too" offerings despite having transformative visions.

THE BREAKTHROUGH

Beacon strategies help you discover, validate, and leverage your unique revolutionary truth to create unassailable market positioning.

STRATEGIES IN THIS SECTION

- B1: Follow Your Unique Insight - Transform intuition into strategy
- B2: Test With Minimal Resources - Validate without over-investing
- B3: Create Layered Differentiation - Build defensive advantages
- B4: Find Market-Truth Fit - Align with receptive segments
- B5: Use Fears as Signals - Convert resistance into opportunity
- B6: Create Your Own Category - Define the competitive landscape
- B7: Create Natural Alignment - Harmonize all business dimensions
- B8: Challenge Fundamental Assumptions - Break through industry blindspots
- B9: Compress Your Truth - Make your message transmissible
- B10: Codify Decision Patterns - Scale your judgment systematically
- B11: Leverage Your Quirks - Turn perceived weaknesses into strengths
- B12: Create Next Practices - Pioneer tomorrow's standards

RECOMMENDED START HERE

- Begin with B1 if you have strong intuitions but lack strategic clarity
- Begin with B4 if you have a clear vision but struggle with market fit
- Begin with B8 if you feel constrained by industry "best practices"

INTEGRATION WITH OTHER PILLARS

- Works especially well with: Authority & Narrative
- Natural progression to: Resonance (finding your audience)

B1: FOLLOW YOUR UNIQUE INSIGHT

Are you chasing industry consensus instead of pursuing your deeper truth?

BEACON STRATEGY

1: INSIGHT IDENTIFICATION

UNCOVERING YOUR UNIQUE PERSPECTIVE

1. Industry Doubt Inventory

List industry "truths" that have never felt right to you:

- _____
- _____
- _____
- _____
- _____

B1

2. Origin Exploration

For each doubt, explore:

- When did you first question this?
- What experiences contradict the common wisdom?
- Why do you see things differently?
- What might you understand that others miss?

3. Counterintuitive Truth Articulation

For your strongest doubt, formulate your alternative perspective:

Industry believes: _____

I believe: _____

Because: _____

PROFOUND THOUGHTS:

B1: FOLLOW YOUR UNIQUE INSIGHT

Are you chasing industry consensus instead of pursuing your deeper truth?

BEACON STRATEGY

2: INSIGHT VALIDATION

TESTING YOUR UNIQUE PERSPECTIVE

B1

1. Evidence Collection

Document support for your perspective:

- Personal experiences that validate it
- Outlier examples that demonstrate it
- Emerging trends that suggest it
- Logical arguments that support it

2. Validation Test Design

Create a small experiment to test your insight:

- What's the smallest way to try your approach?
- How can you test it with minimal resources?
- What specific results would validate it?
- What would constitute evidence against it?

3. Risk Assessment

Evaluate the testing approach:

- What's the worst that could happen?
- What's the learning value even if wrong?
- What's the potential upside if right?
- What assumptions need further testing?

INTEGRATION NOTES:

- Combine with B8 (Challenge Fundamental Assumptions) to systematically identify industry blindspots
- Use with A2 (Develop Asymmetric Expertise) to build knowledge in areas your insight reveals as important
- Connect with N10 (Offer Superior Explanatory Power) to help others understand your unique perspective

B2: TEST WITH MINIMAL RESOURCES

Are you overinvesting before validating your vision with simple experiments?

BEACON STRATEGY

1: MINIMAL TESTING MINDSET

REDUCING VALIDATION RESOURCES

1. Assumption Inventory

List key assumptions awaiting proper testing:

- _____
- _____
- _____
- _____
- _____

2. Resource Analysis

For each assumption, document:

- Currently planned testing approach
- Resources required (time, money, people)
- Core question you're trying to answer
- Minimal evidence needed for validation

3. Test Reduction Opportunities

Identify how each test could be simplified:

- What's the absolute minimum needed to learn?
- What perfect execution elements can be eliminated?
- How could you test manually before building systems?
- What proxies could provide similar learning faster?

PROFOUND THOUGHTS:

B2

B2: TEST WITH MINIMAL RESOURCES

Are you overinvesting before validating your vision with simple experiments?

BEACON STRATEGY

2: MINIMAL TEST DESIGN

CREATING ELEGANT EXPERIMENTS

B2

1. 10% Test Design

For your most important assumption:

- What test would cost just 10% of your planned approach?
- How quickly could this test yield meaningful results?
- What core question would it definitively answer?
- What specific metrics would constitute validation?

2. Resource Minimization Strategy

Design specific approaches to reduce:

- Time investment (from _____ to _____)
- Financial cost (from _____ to _____)
- Team resources (from _____ to _____)
- Complexity (from _____ to _____)

3. Implementation Planning

Create a practical execution plan:

- Exact test methodology
- Required resources (should be minimal)
- Timeline for execution (should be short)
- Success/failure criteria (should be clear)

INTEGRATION NOTES:

- Combine with MA9 (Validate Before Scaling) to create a complete validation system
- Use with MA10 (Optimize for Iteration Speed) to accelerate your testing cycles
- Connect with M1 (Focus on High-Leverage Activities) to prioritize which assumptions to test

B3: CREATE LAYERED DIFFERENTIATION

Is your differentiation shallow and easily copied instead of deeply layered?

BEACON STRATEGY

1: DIFFERENTIATION LAYER ANALYSIS

MAPPING YOUR CURRENT DIFFERENTIATION

1. Layer Inventory - Assess your current differentiation:

Functional Layer (WHAT you do differently):

- _____
- _____
- _____

Methodological Layer (HOW you do it differently):

- _____
- _____
- _____

Philosophical Layer (WHY you do it differently):

- _____
- _____
- _____

2. Layer Strength Assessment

For each layer, evaluate:

- How distinctive is this layer? (1-10)
- How difficult is it for competitors to copy? (1-10)
- How visible is this difference to customers? (1-10)
- How consistent is this across your business? (1-10)

3. Gap Analysis

Identify where your differentiation needs strengthening:

- Which layer is weakest or missing?
- Which layer is most vulnerable to copying?
- Which layer is least visible to customers?
- Where is there inconsistency across your business?

B3

B3: CREATE LAYERED DIFFERENTIATION

Is your differentiation shallow and easily copied instead of deeply layered?

BEACON STRATEGY

2: LAYERED DIFFERENTIATION STRATEGY

STRENGTHENING YOUR DEFENSIVE LAYERS

B3

1. Layer Enhancement Opportunities

For your weakest layer, identify strengthening opportunities:

- How could you make it more distinctive?
- How could you make it harder to copy?
- How could you make it more visible?
- How could you make it more consistent?

2. Layer Integration Strategy

Develop approaches to connect all three layers:

- How your WHY informs your HOW
- How your HOW enables your WHAT
- How all three layers reinforce each other
- How to make the connections visible to customers

3. Competitor Defense Strategy

Create specific approaches to protect against imitation:

- How to make functional copying insufficient
- How to make methodological copying difficult
- How to make philosophical copying nearly impossible
- How to continuously evolve all three layers

INTEGRATION NOTES:

- Combine with MA1 (Amplify What Works) to strengthen your most distinctive layers
- Use with MA3 (Increase Truth Density) to make your differentiation more concentrated
- Connect with M13 (Design Compounding Advantage) to strengthen your differentiation over time

B4: FIND MARKET-TRUTH FIT

Are you adapting your vision to fit markets instead of finding the right market for your truth?

BEACON STRATEGY

1: TRUTH-MARKET ALIGNMENT

DEFINING YOUR ALIGNMENT POTENTIAL

1. Truth Definition

Articulate your non-negotiable vision elements:

- _____
- _____
- _____
- _____
- _____

B4

2. Current Market Assessment

Evaluate your current target market's alignment:

- Natural receptivity to your vision (1-10)
- Resistance points and compromises required
- Values alignment with your approach
- Growth potential while maintaining truth

3. Compromise Identification

Document where you're adapting your vision:

- Vision elements you've diluted or hidden
- Messaging that doesn't feel authentic
- Features added primarily for market fit
- Approaches that contradict your truth

PROFOUND THOUGHTS:

B4: FIND MARKET-TRUTH FIT

Are you adapting your vision to fit markets instead of finding the right market for your truth?

BEACON STRATEGY

2: MARKET SEGMENT EXPLORATION

FINDING YOUR NATURAL AUDIENCE

B4

1. Alignment Opportunity Mapping

Identify potential segments with natural alignment:

- Who already values your approach?
- Who is frustrated with conventional alternatives?
- Who shares your perspective on industry problems?
- Who would appreciate your non-negotiable elements?

2. Segment Validation Strategy

Create approaches to confirm alignment:

- Direct conversations with potential segment members
- Minimal viable offerings to test response
- Message testing with authentic positioning
- Engagement analysis with uncompromised approach

3. Resistance Reduction Planning

Develop strategies to minimize friction:

- Education approaches for new concepts
- Translation of your truth into segment language
- Proof points that resonate with the segment
- Objection handling for common concerns

INTEGRATION NOTES:

- Combine with R8 (Focus on Those Most Receptive) to focus efforts on high-alignment segments
- Use with MA14 (Customize Capital Strategy) to ensure funding supports your authentic focus
- Connect with TF6 (Position from Your Truth) to create authentic market positioning

B5: USE FEARS AS SIGNALS

Are you ignoring your fears instead of using them as guides to your greatest opportunities?

BEACON STRATEGY

1: FEAR INTELLIGENCE ANALYSIS

DECODING YOUR STRATEGIC SIGNALS

1. Fear Inventory

List your significant business-related fears:

- _____
- _____
- _____
- _____
- _____

B5

2. Fear Pattern Analysis

For each fear, explore:

- When did it first appear?
- What triggers it most intensely?
- What actions does it prevent you from taking?
- What might it be trying to protect?

3. Signal Extraction

For your strongest fear, decode possible signals:

- What important truth might this fear contain?
- What opportunity could it be pointing toward?
- What unique insight might be hidden within it?
- What protective wisdom does it offer?

PROFOUND THOUGHTS:

B5: USE FEARS AS SIGNALS

Are you ignoring your fears instead of using them as guides to your greatest opportunities?

BEACON STRATEGY

2: FEAR-TO-OPPORTUNITY CONVERSION

TRANSFORMING SIGNALS INTO STRATEGY

B5

1. Opportunity Mapping

For your most significant fear:

- What new direction might it suggest?
- What advantage could emerge from addressing it?
- What insights does it contain that others might miss?
- What potential exists on the other side of this fear?

2. Strategic Approach Development

Create a system to leverage the fear signal:

- How to maintain connection to its wisdom
- How to address legitimate concerns it raises
- How to extract strategic value from its message
- How to use it as a competitive advantage source

3. Intelligent Risk Framework

Design an approach for fear-guided action:

- How to distinguish between caution and paralysis
- How to test fear-indicated opportunities safely
- How to maintain connection to intuition during action
- How to use fear as ongoing strategic intelligence

INTEGRATION NOTES:

- Combine with B11 (Leverage Your Quirks) to transform perceived weaknesses into strengths
- Use with TF4 (Fear-to-Strength Converter) for deeper psychological work
- Connect with TF7 (Conviction Strengthening System) to maintain direction despite fears

B6: CREATE YOUR OWN CATEGORY

Are you competing in existing categories instead of creating a new one where you naturally lead?

BEACON STRATEGY

1: CATEGORY OPPORTUNITY ANALYSIS

IDENTIFYING YOUR CATEGORY POTENTIAL

1. Current Category Assessment

Evaluate your existing category placement:

- How you're currently categorized
- Limitations of this categorization
- Comparison points that disadvantage you
- Expectations that conflict with your approach

2. Alternative Category Exploration

Brainstorm potential new category frameworks:

- What broader problem are you really solving?
- What approach do you take that defies categorization?
- What name might better capture your unique approach?
- What constraints does your approach eliminate?

3. Category Whitespace Identification

Analyze potential category opportunities:

- Emerging needs not served by existing categories
- Intersections between established categories
- Problems solved in fundamentally new ways
- Approaches that resolve existing category limitations

PROFOUND THOUGHTS:

B6

B6: CREATE YOUR OWN CATEGORY

Are you competing in existing categories instead of creating a new one where you naturally lead?

BEACON STRATEGY

2: CATEGORY CREATION STRATEGY

DESIGNING YOUR CATEGORY FRAMEWORK

B6

1. Category Definition Development

Create a framework for your new category:

- Precise name and description
- Clear boundaries and inclusions
- Primary differentiation from adjacent categories
- Core problem it solves differently

2. Evaluation Criteria Design

Establish new success metrics that favor your approach:

- What should matter most in this category?
- How should solutions be evaluated?
- What metrics naturally showcase your strengths?
- What traditional metrics should be deprioritized?

3. Leadership Position Establishment

Create a strategy to secure category leadership:

- How to claim definitive category authority
- How to become the reference point for the category
- How to set expectations that advantage you
- How to maintain leadership as others enter

INTEGRATION NOTES:

- Combine with A5 (Define Category Rules) to establish formal category parameters
- Use with N1 (Build Alternative Frameworks) to create the mental models for your category
- Connect with MA4 (Change the Competitive Dimension) to compete on terms that favor you

B7: CREATE NATURAL ALIGNMENT

Does your vision create friction between key dimensions instead of natural harmony?

BEACON STRATEGY

1: ALIGNMENT ASSESSMENT

MAPPING YOUR CURRENT ALIGNMENT

1. Dimension Analysis

Rate the natural strength of each dimension (1-10):

- Founder Passion: How energizing is this direction? ____
- Market Needs: How strong is customer demand? ____
- Competitive Position: How distinctive is your advantage? ____
- Operational Approach: How naturally do you execute this? ____
- Economic Model: How profitable and sustainable is this? ____

2. Alignment Evaluation

Rate the alignment between dimensions (1-10):

- Passion-Market alignment: ____
- Passion-Competitive alignment: ____
- Passion-Operational alignment: ____
- Passion-Economic alignment: ____
- Market-Competitive alignment: ____
- Market-Operational alignment: ____
- Market-Economic alignment: ____
- Competitive-Operational alignment: ____
- Competitive-Economic alignment: ____
- Operational-Economic alignment: ____

3. Friction Identification

Highlight the greatest misalignments:

- Which dimensions create the most tension?
- What specific conflicts exist between them?
- What forces you to "go against the grain"?
- Where do you feel you're forcing alignment?

B7

B7: CREATE NATURAL ALIGNMENT

Does your vision create friction between key dimensions instead of natural harmony?

BEACON STRATEGY

2: ALIGNMENT ENHANCEMENT STRATEGY

CREATING NATURAL HARMONY

B7

1. Alignment Opportunity Mapping

For your biggest misalignments, identify potential solutions:

- How could your passion better align with market needs?
- How could your competitive position better leverage your passion?
- How could your operations more naturally express your strengths?
- How could your economic model better support your approach?

2. Focus Adjustment Exploration

Consider potential focus shifts:

- What small pivot might create better alignment?
- Which market segments offer better natural fit?
- What operational approaches better match your strengths?
- What economic models better support your vision?

3. Natural Harmony Framework

Create a system for ongoing alignment:

- Regular alignment assessment process
- Decision filters for maintaining harmony
- Expansion approaches that preserve alignment
- Conflict resolution strategies for emergent tensions

INTEGRATION NOTES:

- Combine with D5 (Align for Natural Excellence) to create operations that naturally express your truth
- Use with B4 (Find Market-Truth Fit) to identify segments with natural alignment
- Connect with B10 (Codify Decision Patterns) to maintain alignment in daily decisions

B8: CHALLENGE FUNDAMENTAL ASSUMPTIONS

Are you improving within the industry paradigm instead of questioning its basic assumptions?

BEACON STRATEGY

1: ASSUMPTION ARCHAEOLOGY

UNCOVERING INVISIBLE CONSTRAINTS

1. Industry "Truth" Inventory

List fundamental assumptions in your industry:

- _____
- _____
- _____
- _____
- _____

B8

2. Assumption Origins

For each assumption, explore:

- How long has this "truth" existed?
- Why did it become established?
- What conditions reinforced it over time?
- What prevents people from questioning it?

3. Constraint Impact Assessment

Evaluate how each assumption limits innovation:

- What does it prevent people from trying?
- What approaches does it make "impossible"?
- How does it narrow thinking and solutions?
- What potential is hidden by this constraint?

PROFOUND THOUGHTS:

B8: CHALLENGE FUNDAMENTAL ASSUMPTIONS

Are you improving within the industry paradigm instead of questioning its basic assumptions?

BEACON STRATEGY

2: ASSUMPTION VIOLATION STRATEGY

BREAKING THROUGH INVISIBLE BARRIERS

B8

1. Reversal Exploration

For your most limiting assumption:

- What if the exact opposite were true?
- What solutions would become possible?
- What advantage would questioning it create?
- What problems could you solve differently?

2. Violation Approach Development

Create a strategy to challenge the assumption:

- How could you test if it's truly necessary?
- What small experiment could challenge it?
- What evidence would support an alternative view?
- How could you deliver superior results without it?

3. Advantage Framework

Design a system to leverage your insight:

- How to communicate your different approach
- How to demonstrate superior results
- How to handle skepticism and resistance
- How to extend your advantage as others catch up

INTEGRATION NOTES:

- Combine with B1 (Follow Your Unique Insight) to transform intuitive doubts into strategic advantage
- Use with A1 (Create New Realities) to establish a new paradigm beyond the assumptions
- Connect with N2 (Resolve Market Tensions) to address problems created by traditional assumptions

B9: COMPRESS YOUR TRUTH

Is your truth too complex for others to grasp quickly and spread easily?

BEACON STRATEGY

1: TRUTH DISTILLATION

FINDING YOUR ESSENTIAL CORE

1. Current Expression Audit

Document how you currently explain your truth:

- Length (words/minutes): _____
- Key components: _____
- Common questions it generates: _____
- How easily others can repeat it: _____

2. Core Essence Extraction

Identify the absolutely essential elements:

- What single insight makes your approach revolutionary?
- What's the irreducible core of your truth?
- What elements could be removed without losing essence?
- What must be preserved at all costs?

3. Compression Opportunity Assessment

Analyze potential simplification approaches:

- What metaphors might encapsulate your truth?
- What familiar frameworks could you leverage?
- What visual representations might work?
- What memorable phrases capture your essence?

PROFOUND THOUGHTS:

B9

B9: COMPRESS YOUR TRUTH

Is your truth too complex for others to grasp quickly and spread easily?

BEACON STRATEGY

2: SEED DESIGN

CREATING YOUR EXPANDABLE SEED

1. Seed Framework Development

Design your compressed truth using these formats:

One-word essence: _____

Under-10-word expression: _____

Simple metaphor: _____

Visual representation concept: _____

2. Expansion Testing

Evaluate how naturally each seed expands:

- Does it spark the right questions?
- Does it naturally lead to deeper understanding?
- Does it trigger curiosity rather than confusion?
- Can someone grasp the basic concept immediately?

3. Iteration Strategy

Create a refinement approach:

- Test multiple seed versions
- Gather feedback on clarity and memorability
- Assess expansion consistency
- Refine based on reception patterns

INTEGRATION NOTES:

- Combine with N4 (Engineer for Optimal Transmission) to optimize your truth for sharing
- Use with N3 (Design for Psychological Persistence) to ensure your seed sticks in memory
- Connect with R9 (Create Natural Pull) to make your compressed truth naturally attractive

B10: CODIFY DECISION PATTERNS

Are your decision patterns intuitive and personal instead of explicit and scalable?

BEACON STRATEGY

1: DECISION PATTERN ANALYSIS

MAPPING YOUR INTUITIVE PROCESS

1. Decision Inventory

List 5 major business decisions you made intuitively:

- _____
- _____
- _____
- _____
- _____

B10

2. Pattern Recognition

For each decision, analyze:

- What factors did you consider most important?
- What trade-offs were you willing/unwilling to make?
- What values or priorities guided your choice?
- What questions did you ask yourself?

3. Meta-Pattern Identification

Look across all decisions to find recurring patterns:

- Which considerations appear consistently?
- What decision hierarchies emerge?
- What principles seem to underlie your choices?
- What uniquely characterizes your approach?

PROFOUND THOUGHTS:

B10: CODIFY DECISION PATTERNS

Are your decision patterns intuitive and personal instead of explicit and scalable?

BEACON STRATEGY

2: DECISION PRINCIPLE FORMULATION

CREATING EXPLICIT DECISION GUIDANCE

1. Principle Draft Development

For your primary pattern, create a draft principle:

- Clear statement of the guideline
- How to apply it to decisions
- When it does/doesn't apply
- How to recognize when it's being followed

2. Decision Filter Creation

Develop specific questions for applying each principle:

- What specific questions should be asked?
- What criteria should be evaluated?
- What thresholds determine the decision?
- What exceptions might exist?

3. Principle Testing

Validate your drafted principles:

- Apply them to past decisions to confirm alignment
- Test with hypothetical scenarios
- Have team members try applying them
- Refine based on accuracy and clarity

INTEGRATION NOTES:

- Combine with B7 (Create Natural Alignment) to ensure decisions maintain dimensional harmony
- Use with D5 (Align for Natural Excellence) to create operations that naturally express your truth
- Connect with IP-03 (Consistency Framework) for practical implementation support

B11: LEVERAGE YOUR QUIRKS

Are you hiding your unusual traits instead of turning them into competitive advantages?

BEACON STRATEGY

1: QUIRK ADVANTAGE ANALYSIS

DISCOVERING YOUR HIDDEN STRENGTHS

1. Quirk Inventory

List personal traits you typically downplay:

- _____
- _____
- _____
- _____
- _____

2. Limitation-to-Advantage Exploration

For each trait, explore potential advantages:

- How might this provide unique perspective?
- What capabilities does this trait enable?
- How does it make you different from competitors?
- When has this actually helped you succeed?

3. Industry Contrast Assessment

Analyze how your quirks differ from industry norms:

- What does everyone else typically do?
- How could your different approach be valuable?
- What blind spots do industry norms create?
- What fresh perspective could your quirk provide?

PROFOUND THOUGHTS:

B11

B11: LEVERAGE YOUR QUIRKS

Are you hiding your unusual traits instead of turning them into competitive advantages?

BEACON STRATEGY

2: QUIRK AMPLIFICATION STRATEGY

TRANSFORMING TRAITS INTO ADVANTAGE

B12

1. Strategic Leverage Development

For your most promising quirk:

- How could you intentionally emphasize it?
- What business elements could showcase it?
- How could it influence your approach?
- What unique value could it create?

2. Positioning Framework

Create a strategy to highlight this advantage:

- How to communicate its value to customers
- How to demonstrate its practical benefits
- How to differentiate through this trait
- How to protect the advantage it creates

3. Implementation Planning

Design specific applications:

- Product/service adaptations
- Marketing and communication approaches
- Operational or methodological innovations
- Culture and team development opportunities

INTEGRATION NOTES:

- Combine with A11 (Develop a Distinctive Voice) to create unique, authentic communication
- Use with B5 (Use Fears as Signals) to find opportunities in areas others avoid
- Connect with TF10 (Founder Archetype Amplifier) to leverage your natural strengths

B12: CREATE NEXT PRACTICES

Are you following best practices instead of creating the standards others will eventually follow?

BEACON STRATEGY

1: NEXT PRACTICE OPPORTUNITY ANALYSIS

IDENTIFYING EVOLUTION POTENTIAL

1. Best Practice Limitations

List current best practices with clear shortcomings:

- _____
- _____
- _____
- _____
- _____

2. Limitation Analysis

For each practice, evaluate:

- What problems does it fail to solve?
- What new challenges has it not adapted to?
- What assumptions does it make that are changing?
- What opportunities does it miss entirely?

3. Evolution Pressure Assessment

Identify forces driving practice evolution:

- Technology changes enabling new approaches
- Customer expectation shifts
- Competitive landscape developments
- Resource or environmental constraints

PROFOUND THOUGHTS:

B12

B12: CREATE NEXT PRACTICES

Are you following best practices instead of creating the standards others will eventually follow?

BEACON STRATEGY

2: NEXT PRACTICE DESIGN

CREATING TOMORROW'S STANDARDS

B12

1. Future State Visioning

For your top opportunity:

- What might this practice look like in 5-10 years?
- What constraints might be eliminated?
- What new capabilities might be incorporated?
- What fundamental assumptions might change?

2. Evolution Path Development

Design the next evolutionary step:

- What specific improvements address current limitations?
- What new elements could be introduced?
- What could be eliminated entirely?
- What would make this dramatically better?

3. Advantage Framework

Create a strategy to leverage your innovation:

- How to implement while others still use old practices
- How to demonstrate superior results
- How to protect your approach as long as possible
- How to position as the new standard

INTEGRATION NOTES:

- Combine with MA15 (Filter Best Practices) to select which practices to evolve
- Use with A10 (Create Future States First) to establish yourself as a pioneer
- Connect with M9 (Anticipate Market Shifts) to identify practices that will be valuable in the future